



Marketing Update

Campaigns

A wide-angle photograph of Bryce Canyon National Park. The foreground and middle ground are filled with numerous tall, thin, orange-red rock spires known as hoodoos, which are densely packed and show distinct horizontal geological layering. Above the canyon rim, a thick forest of dark green coniferous trees stretches across the landscape. In the far distance, more mountain ranges are visible under a clear, pale blue sky. The lighting suggests it might be late afternoon or early morning, as the rock faces are illuminated with a warm, golden glow.

Southern Utah FY22

Utah Office of Tourism
2022 Southern Utah

Media Plan: Flight Dates

| | | February | | | | March | | | | April | | | | May | | | | | June | | | | July | | | | | August | | | | | September | | | | | Budget | % |
|--|---|----------|---|----|----|-------|---|----|----|-------|---|----|----|-----|---|---|----|----|------|---|----|----|------|---|----|----|----|--------|---|----|----|----|-----------|----|----|----|--|--------|---|
| | | 31 | 7 | 14 | 21 | 28 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 | 20 | 27 | 4 | 11 | 18 | 25 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Standard Media Branded Hub Animated Videos | Connected TV | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | TripAdvisor | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Standard Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Branded Hub | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Animated Videos | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Outside Online | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Native Programmatic | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | To include retargeting of confirmed travelers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Programamtic Display/Pre-Roll | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | YouTube | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| In-Market OOH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| In-Market Pandora | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AdServing | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

- Next steps: Final report and SMARI review in November



NORTHERN UTAH

Media Plan Flight Dates

Northern Utah + Media Timing

| Northern Utah + 2022 | | | | | | | | | | | | | | | | | |
|----------------------|--------|---|----|----|----|-----|---|----|----|------|---|----|----|------|---|----|----|
| | April | | | | | May | | | | June | | | | July | | | |
| | 28 | 4 | 11 | 18 | 25 | 1 | 8 | 15 | 22 | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 |
| | BUDGET | | | | | | | | | | | | | | | | |
| Connected TV | | | | | | | | | | | | | | | | | |
| Native On-Site | | | | | | | | | | | | | | | | | |
| Display Retargeting | | | | | | | | | | | | | | | | | |
| Social Media | | | | | | | | | | | | | | | | | |
| Total | | | | | | | | | | | | | | | | | |

- Next steps: Final report and SMARI review in November



Southern Utah (Winter) FY23 Campaign Plan

Media Plan: Flight Dates

| WISU '22/'23 | 2022 | | | | | | | | | | | | | | | 2023 | | | | | | | |
|--|-----------|----|----|----|---------|----|----|----|----|----------|----|----|----|----------|----|------|----|---------|---|---|----|----|----|
| | September | | | | October | | | | | November | | | | December | | | | January | | | | | |
| | 5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | 31 | 7 | 14 | 21 | 28 | 5 | 12 | 19 | 26 | 27 | 2 | 9 | 16 | 23 | 30 |
| | | | | | | | | | | | | | | | | | | | | | | | |
| Digital | | | | | | | | | | | | | | | | | | | | | | | |
| Tripadvisor | | | | | | | | | | | | | | | | | | | | | | | |
| Competitive Targeting | | | | | | | | | | | | | | | | | | | | | | | |
| Programmtic | | | | | | | | | | | | | | | | | | | | | | | |
| Mix of PR Display and RTG CTV+Online video | | | | | | | | | | | | | | | | | | | | | | | |
| Native | | | | | | | | | | | | | | | | | | | | | | | |
| Native Static and Native Video (PR & RTG) | | | | | | | | | | | | | | | | | | | | | | | |
| CTV | | | | | | | | | | | | | | | | | | | | | | | |
| CTV, Cross Device Display + RTG Display | | | | | | | | | | | | | | | | | | | | | | | |
| YouTube | | | | | | | | | | | | | | | | | | | | | | | |
| Social | | | | | | | | | | | | | | | | | | | | | | | |
| Sparkloft | | | | | | | | | | | | | | | | | | | | | | | |
| Legacy - SLC Mag | | | | | | | | | | | | | | | | | | | | | | | |
| Ad Serving | | | | | | | | | | | | | | | | | | | | | | | |
| Total Media | | | | | | | | | | | | | | | | | | | | | | | |

To date, the campaign has already tracked more than \$470k in hotel revenue generated. On average, travelers who have been exposed to our campaign are booking 33 days in advance of arrival.

A close-up photograph of a snowflake against a dark background. The snowflake is highly detailed, showing its intricate crystalline structure with multiple arms and sub-arms. The background is dark and out of focus, with some faint, blurry lines suggesting a snowy or icy environment. The lighting highlights the edges and facets of the snowflake, giving it a three-dimensional appearance.

Ski FY23

Important Dates

- October 5th Ski Utah Marketing Committee Meeting
- October 14th Utah Office of Tourism Marketing Committee Meeting
- October 26th Ski Utah Board Meeting



Love

Travel Sentiment

Fall 2022

LOVE

Agenda

- Reasons for Concern
- Reasons to be Optimistic
- Ski 2022/2023



Tripadvisor



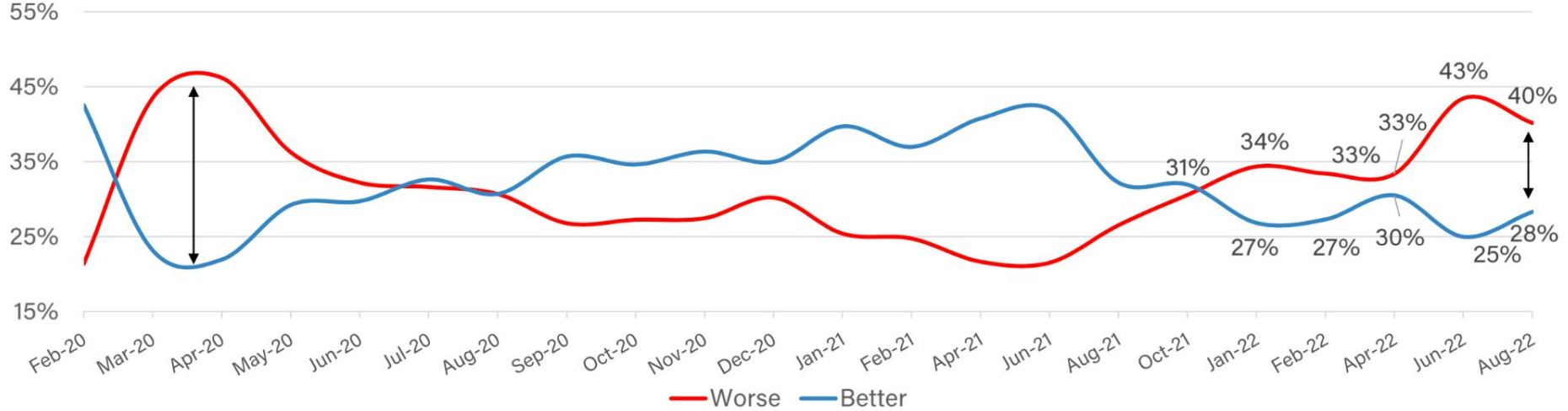
Reasons for Concern



27.3% of travelers feel that now is a good time to spend money on leisure travel. At this moment last year, 41.4% of travelers felt that it was a good time to spend money on leisure travel.

Personal Financial Condition

Perception of the Personal Economic Condition in the Next 12 Months, Feb 2020 – Aug 2022

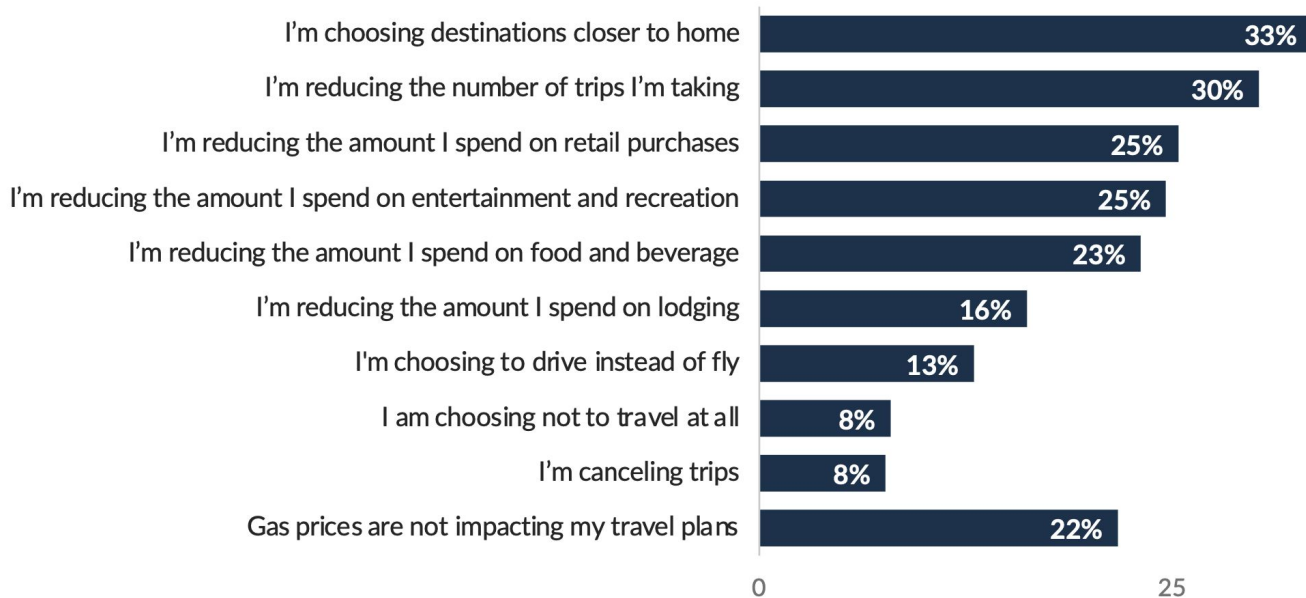


Monthly $n = \sim 1000$

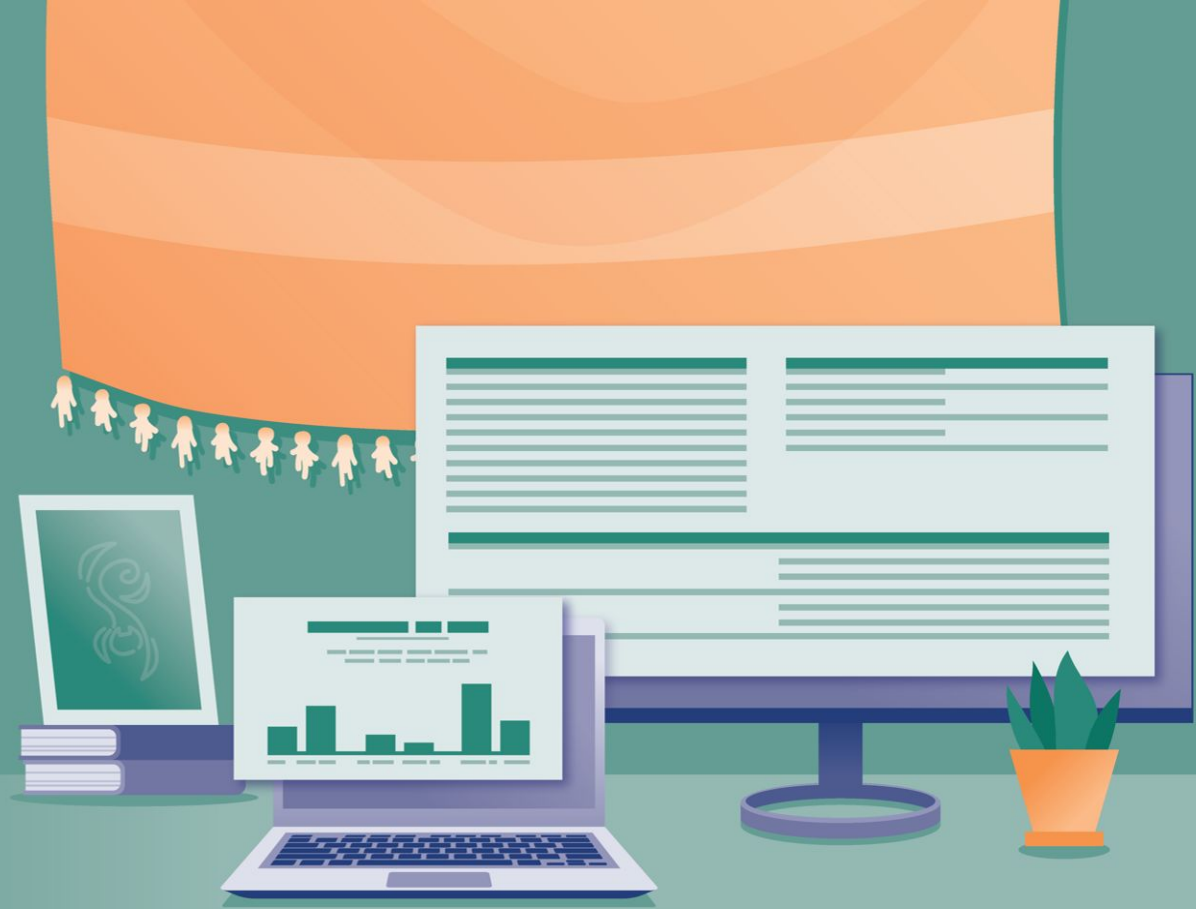
30.3% of survey respondents stated that the recent inflation in consumer prices has led them to cancel an upcoming trip. *This is down from July's research that found 36.3% of people had cancelled a trip due to inflation.*

Impact on Travel Plans

Impact of Gas Prices on Travel Plans



Reasons to be Optimistic



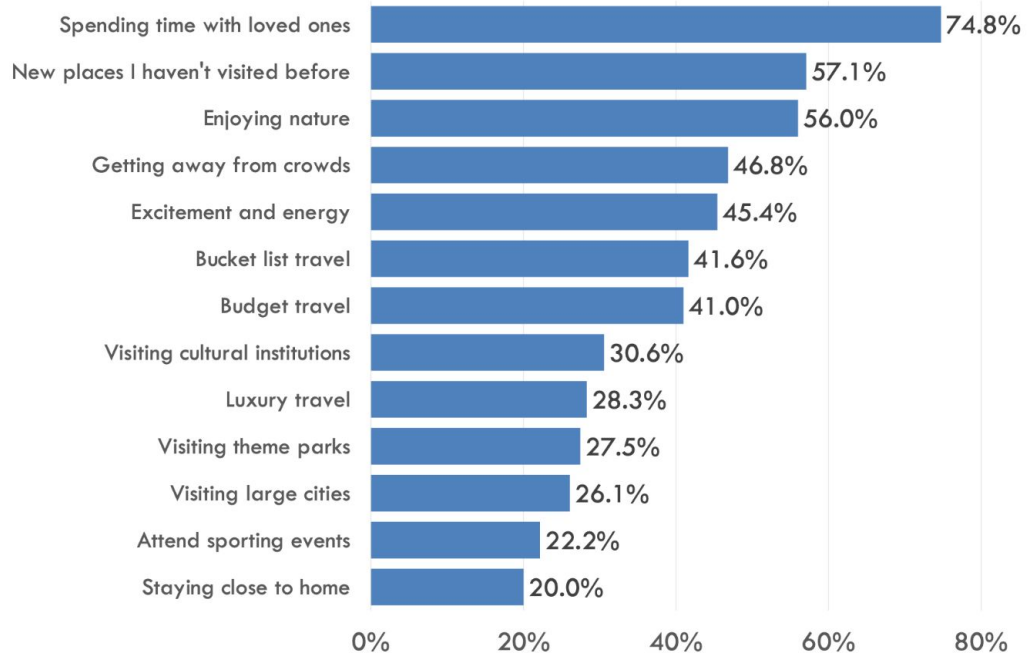
Travel Experience Prioritized in Next 12 Months

Question: Thinking about your travel during the NEXT TWELVE (12) MONTHS, what travel experiences will you prioritize?

However you personally define each, use the scale provided to indicate how you will prioritize them.

(Base: All respondents, 4,061 completed surveys.)

Data collected August 15-21, 2022.)

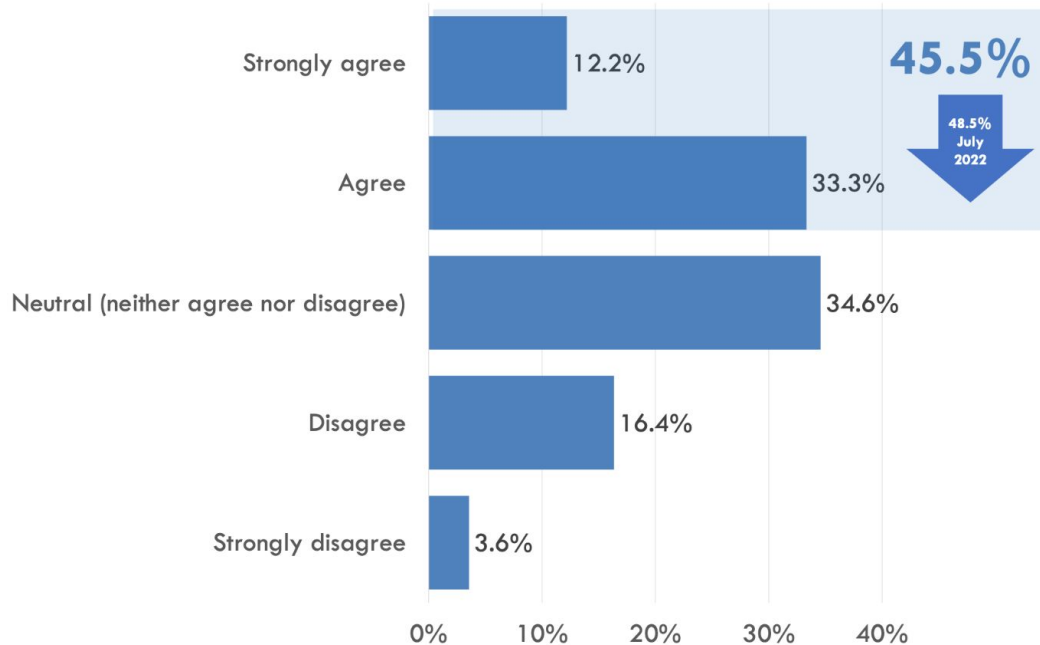


Preference for Active Vacations

How much do you agree or disagree
with the following statements?

Statement: I tend to prefer "active
time" to "down time" on vacations.

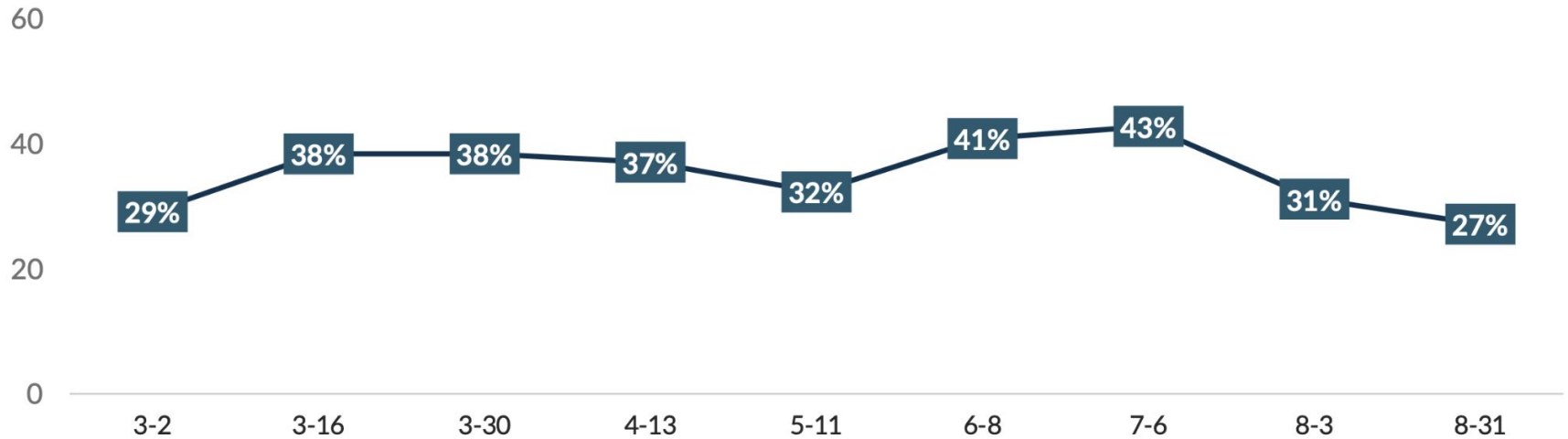
(Base: All respondents, 4,061 completed surveys.
Data collected August 15-21, 2022.)



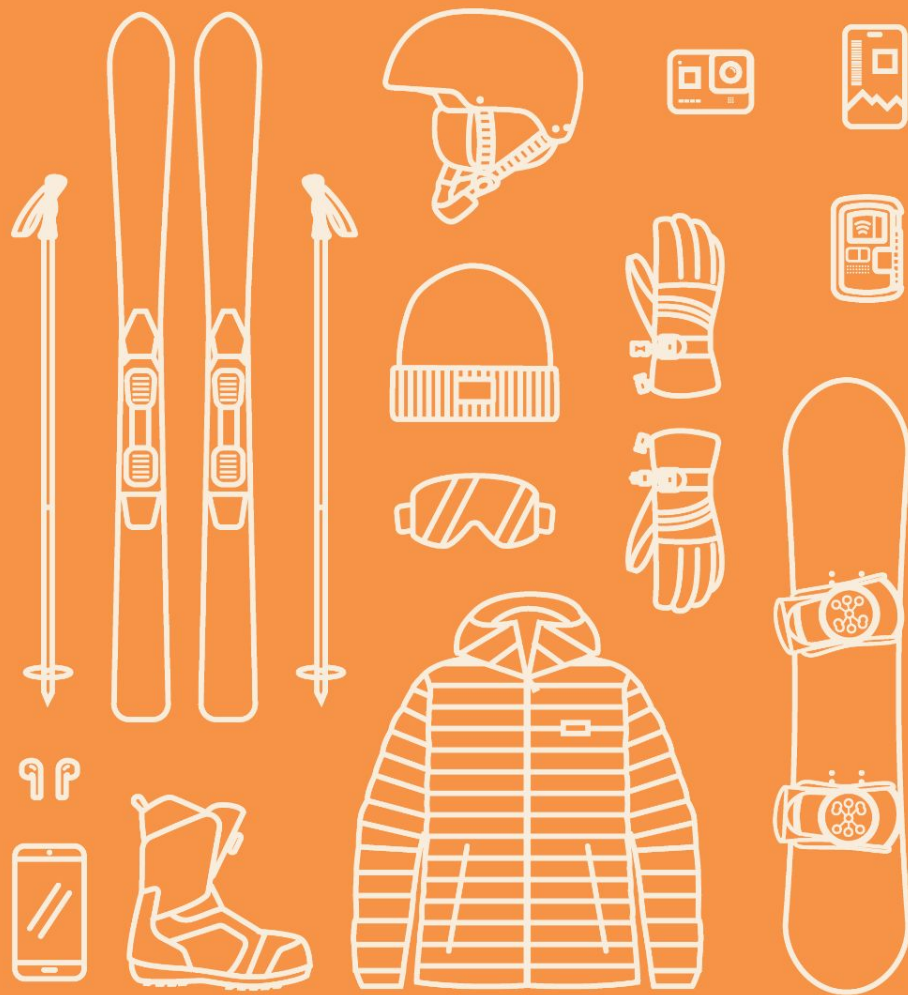
53.2% of travelers will prioritize visiting new places in 2022.

Gas Prices and Impact on Travel

Indicated that Gas Prices* Would Greatly Impact their Decision to Travel in the Next Six Months



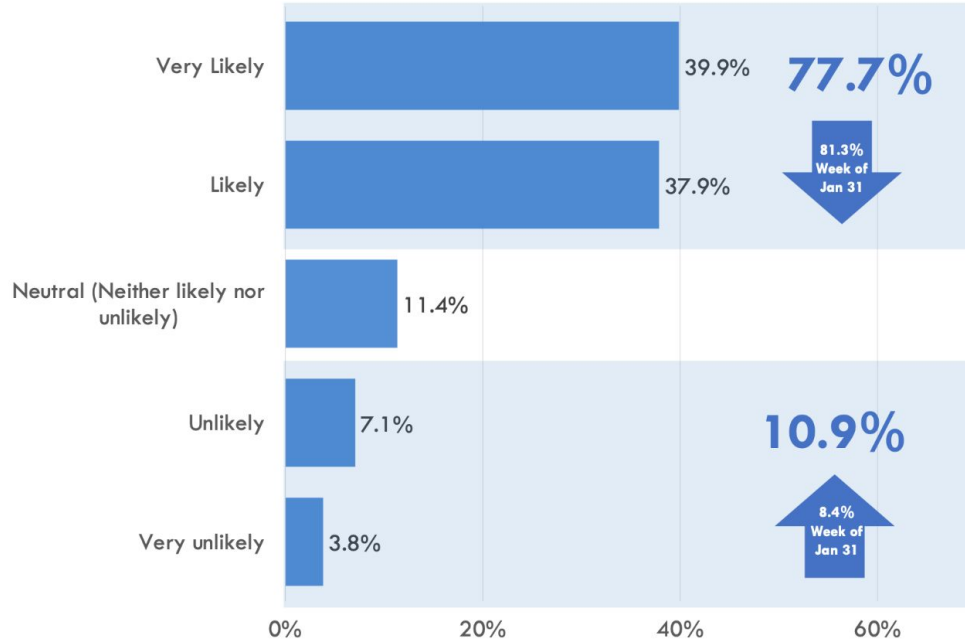
Ski 2022/2023



Likelihood to Take a Ski Vacation This Season

Question: How likely are you to take an overnight ski or snowboard vacation this season (Winter 2022/2023)?

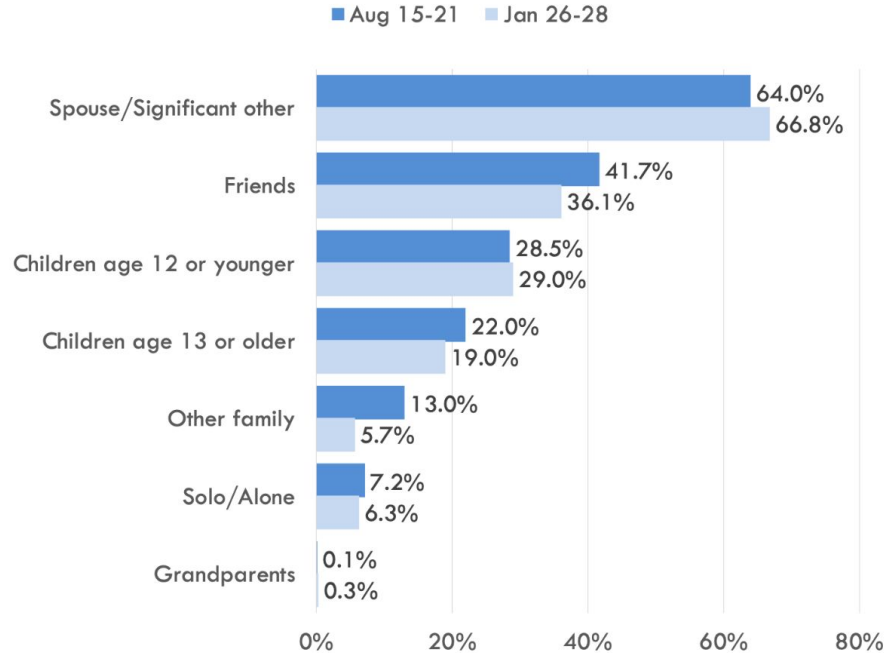
(Base: Respondents who have taken an overnight ski or snowboard vacation in the past three years, 330 completed surveys. Data collected August 15-21, 2022)



Travel Party

Question: Who are you likely to travel with on your next ski/snowboard vacation? (Select all that apply)

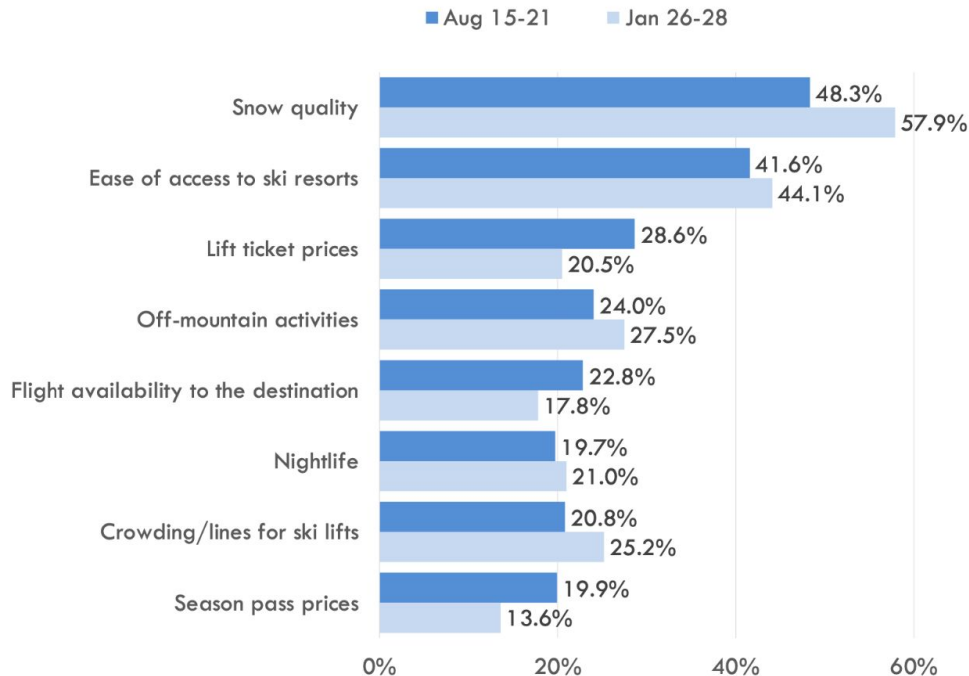
(Base: Respondents who are likely or very likely to take an overnight ski or snowboard vacation this season, 591 completed surveys. Data collected August 15-21, 2022)



Important Attributes of Next Ski Vacation

Question: Which of the following attributes will be **MOST IMPORTANT** in selecting your next ski or snowboard vacation destination?

(Base: Respondents who are likely or very likely to take an overnight ski or snowboard vacation this season, 591 completed surveys. Data collected August 15-21, 2022)





Southern Utah FY23

Important Dates

- October and November Filming
- December Marketing Committee presentation
- January Board meeting presentation
- January Filming for Winter
- February launch

Budget

- TMPF approved May 6, 2022
 - Travel Guides \$120,000 carryforward and \$30,000 new year
- Move \$150,000 from Travel Guides to Agency of Record Expenses



Thank You